

ABSTRACT

DESIGN OF PARENTS' AWARENESS CAMPAIGN FOR NOT PROVIDING MOTOR VEHICLES FOR UNDERAGE CHILDREN

Increasing number of motor vehicles undeniably affects the traffic situation in Indonesia. The heavy traffic raises up accident likeliness, and unconsciously reveals facts that underage children are the majority casualties of the accidents. One of the probable causes of the situation is the improperly nurturing habit of parents, by providing motor vehicles for their underage children just because other parents do the same.

That is the reason why there should be a socialization by suggesting information and understanding for parents not to provide motor vehicles to their beloved children. This will hopefully change the parents frame of thinking, and since then may decrease the number of accidents involving underage children.